

Branding Guide

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Conservative Party of British Columbia
Branding Guide
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**Prepared by: Sarah Lohin,
BRANDING SPECIALIST**

***Conservative Party of
British Columbia***

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1.0

Introduction.



Introduction

The Conservative Party of British Columbia was founded in 1900 to stand against the ineffective non-partisan government in power. Richard McBride as leader led the party to its first election in 1903 where it won a majority and took power of the province.

Branding is fundamental to a successful campaign. This branding guide is intended for internal use for the Conservative Party to best reach voters and communicate party values.

BRAND IDENTITY

The purpose of a brand identity is to set expectations for voters. A consistent party must prove itself through consistent branding. A strong party brand will generate

(1) Recognition, (2) Referrals, and (3) Internal synergy.

Recognition is fundamental as voters will choose a familiar brand. This recognition leads to word of mouth and referral generation. Lastly, campaigns are busy and labourousome. As a party, we hope to streamline the campaign process for staff and volunteers.

BEYOND A LOGO

Branding is far more than simply a logo. When thinking of the Conservative brand, consider all the ways British Columbians interact with the party. Contact may be digitally, over the phone, at their doorstep, or in countless other places. Branding must tell a cohesive and exciting story because it is a fundamental way of connecting emotionally with the internal team and external voters. Keeping a consistent and authentic brand is as important as keeping our promise to the voters

2.0

Logos.



Logo Guide

WHEN TO USE

The logo is generally used with the part name as an element. The logo may be used alone when space is limited.

INTACT

Maintaining a fully intact logo is essential for brand recognition. The logo must remain opaque, among the colour selection listed, and without a tilt/angle.

SIZE

The logo should not appear smaller than 0.85cm or 33px wide.



Minimum Size



HORIZONTAL WORDMARK

WORDMARK

The Conservative wordmark should be used whenever possible to optimize brand recognition. Horizontal and stacked are permissible.

COLOURS

The dark logo with a light blue wave is the default wordmark. Other colour options are available when aesthetically preferable. Black and white logos are allowed on print outs only.

BACKGROUND

The Conservative logo must be placed on a simple background whenever possible to ensure maximum readability.



3.0

Visual Don'ts.



DON'T DO THIS

[A] Change logo order

[B] Low contrast background

[C] Text effects/stretching

[D] Complex background

[E] Remove elements

[F] Tilts/angles

[G] Change colours

[H] Use old logo





4.0
Colours.

Row [A]**Conservative Blue**

CMYK: 68:39:0:32 Hex: #004AAD Pantone: 2728C

Light Accent

CMYK: 68:29:0:0 Hex: #51B6FF Pantone: 298 C

Dark Accent

CMYK: 49:22:0:51 Hex: #00457D Pantone: 541 C

Row [B]**Black**

CMYK: 0:0:0:100 Hex: #000000 Pantone: Black 6 C

Neutral Gray

CMYK: 0:0:0:55 Hex: #737373 Pantone: 424 C

White

CMYK: 0:0:0:0 Hex: #FFFFFF Pantone: N/A

Row [C]**Red Accent**

CMYK: 0:88:88:0 Hex: #FF1F1F Pantone: 1788 C

Dark Maroon

CMYK: 0:71:71:29 Hex: #B60000 Pantone: 1805 C

Yellow Accent

CMYK: 0:34:100:0 Hex: #FFA800 Pantone: 130 C

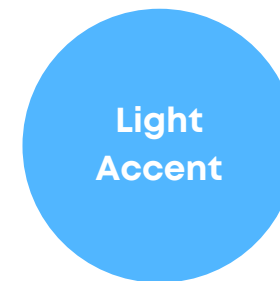
Conservative Blue

Row [A] should be used whenever possible. Specifically, Conservative Blue, should be recognizable as it is the main colour of the Conservative Party.

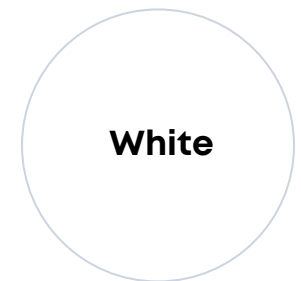
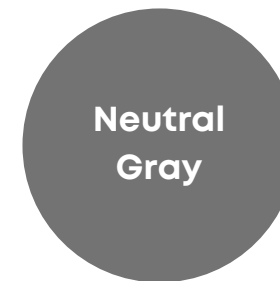
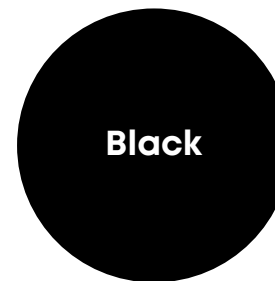
Gray-Scale & Accents

Rows [B] and [C] should be used sparingly. Row [B] provides helpful tertiary colours for body text and row [C] used sparingly for small pops of colour digitally. Use should be avoided on printed literature.

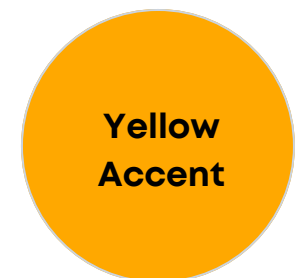
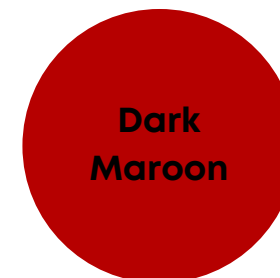
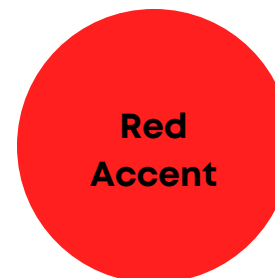
[A]



[B]



[C]





5.0

Typography.

Primary Typeface

League Spartan

League Spartan has been selected as the primary font for the Conservative Party of British Columbia for its simplistic yet modern feel. It is sans serif which contributes to high readability on a small scale. This font should be used for headers and titles in both lower and uppercase font

League Spartan is based on Matt Bailey's Spartan, and later updated to its current form by Tyler Finck.

123 abc ABC

Cc Cc Cc Cc Cc

Extra Light Thin League Spartan Extra Bold Black

CON
SER
VAT
IVE

Secondary Typeface

Montserrat

Montserrat has a smooth and easy to read typeface. It is sans serif and was specifically designed for long strings of text. Use this font for body text and as a complement to League Spartan.

Julieta Ulanovsky was inspired to design this typeface by admiring old posters and signs in Montserrat Buenos Aires. In 2017, Jacques Le Bailly redesigned the font family with longer body text in mind.

123 abc ABC

Cc Cc Cc Cc Cc
Thin Extra Light Montserrat Semi Bold Extra Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

TREVOR BOLIN

Langely • Kootney West
• Parksville-Qualicum •
Burnaby North • Skeena
• Kelowna Lake Country •



CONSERVATIVE

PARTY OF BRITISH COLUMBIA

